

# Recording MOSES Yearbook ad sales in 2021

## Basic information

- Ad sizes and prices are the same as last year:
  - Eighth page (business card size) (3.5" W x 2.5" H) = \$75
  - Quarter page (3.5" W x 4.75" H) = \$125
  - Half page (7.5" W x 4.75" H) = \$250
  - Full page (7.5" W x 10" H) = \$500
  - Inside front or inside back cover (4 color) = \$650
  - Back cover (4 color) = \$750

**See layout of ad sizes  
on p.2**

*All ads are black and white except back cover and inside covers*

- We are happy to reprint last year's ad—no need to create a new one.
- **Ad copy must be received by Saturday, November 20, 2021**
- Questions? Contact yearbook ad sales coordinator, Ann Lacy at (608) 213-4469 or [mosesyearbook@gmail.com](mailto:mosesyearbook@gmail.com)

## Process

- Record the ads you sell on the chart below and email ad information to [mosesyearbook@gmail.com](mailto:mosesyearbook@gmail.com).
  - **Ad buyer:** the name of the business, church, or organization buying the ad
  - **Ad size:** 1/8, 1/4, 1/2, etc.
  - **Reprint?** "Yes" if buyer wishes to reprint ad from 2020, "No" if it is a new ad.
- Email *camera ready* ad copy to [mosesyearbook@gmail.com](mailto:mosesyearbook@gmail.com).  
Deadline to receive ad copy is Saturday, November 20, 2021
- Mail payment (check payable to "MOSES") to:  
**MOSES, PO Box 7031, Madison, WI 53707**  
In the memo line, please note ad size, if the ad is a reprint, and the name of the business/organization if not obvious from the check.  
*For example: 1/2, reprint, Coffee for All.*
- Billing is possible, email a request for an invoice to [mosesyearbook@gmail.com](mailto:mosesyearbook@gmail.com)

Ad buyer	Ad size	Reprint?

**Thank you for your support of MOSES!**

Full page (7.5" W x 10" H) \$500

Back cover (4 color) \$750  
Inside front cover (4 color) \$650  
Inside back cover (4 color) \$650

Quarter page (3.5" W x 4.75" H) \$125

Eighth page (3.5" W x 2.5" H) \$75

Half page (7.5" W x 4.75" H) \$250